



## FACT SHEET - CATALYST

September 15, 2009

### FUNDING RECIPIENT - Bella Coola

**Lead Organization:** Discovery Coast Music Festival

**Project Title:** Discovery Coast Music Festival Kick-Off

**Program:** Audience/Markets

**Amount Awarded:** \$5,000

**Project Description:** The Discovery Coast Music Festival Kick-Off is a new community outreach project hosted in the week prior to the festival weekend in 2010. A series of mini-performances in a variety of spaces will be held to enhance and diversify Discovery Coast's presence in the community. The Kick-Off will promote and build momentum to the festival, create new partnerships, strengthen existing ones and support tourism development.

Website address: [www.bellacoolamusic.org](http://www.bellacoolamusic.org)

### FUNDING RECIPIENT - Delta

**Lead Organization:** Pacific Symphonic Wind Ensemble

**Project Title:** PSWE Marketing Audit and Strategy

**Program:** Consultancies

**Amount Awarded:** \$3,000

**Project Description:** Pacific Symphonic Wind Ensemble (PSWE) will secure the services of David Pay, a professional marketing consultant, to expand its audience base. The consultant will conduct an audit of current PSWE marketing activities, analyze the company's existing and potential audience base, and provide a strategy for future marketing and promotion of PSWE activities.

Website address: [www.pswe.ca](http://www.pswe.ca)

### FUNDING RECIPIENT - Denman Island

**Lead Organization:** Arts Denman

**Project Title:** Website Enhancement

**Program:** Website Development

**Amount Awarded:** \$2,000

**Project Description:** Arts Denman will enhance its website to include e-commerce capabilities. This will enable the Denman Island Art Centre to receive online registrations and payments for educational programs and increase the marketing reach of the Arts Centre.

Website address: [www.artsdenman.com](http://www.artsdenman.com)

## FUNDING RECIPIENT - Gabriola Island

**Lead Organization:** Gabriola Arts Council

**Project Title:** Gabriola Arts Council: Adding Online Sales and Donations

**Program:** Website Development

**Amount Awarded:** \$2,500

**Project Description:** Gabriola Arts Council's website will be developed to add new features including an online store and shopping cart to manage sales, membership fees and donations. The Arts Council will use the website to facilitate sale of their artists' work for a percentage fee, which would provide ongoing funding for the website and administration of their not-for-profit organization.

Website address: [www.gabriolaartscouncil.org](http://www.gabriolaartscouncil.org)

**Lead Organization:** Poetry Gabriola Society

**Project Title:** Poetry Gabriola Audience Interaction Enhancement

**Program:** Website Development

**Amount Awarded:** \$2,500

**Project Description:** Poetry Gabriola will add functions to their website that will help serve their growing audience. The new functions will include a ticket sales mechanism, online donations, online membership and mailing list sign-up, membership management, poem gallery and blog.

Website address: [www.poetrygabriola.com](http://www.poetrygabriola.com)

## FUNDING RECIPIENT - Grindrod

**Lead Organization:** Runaway Moon Theatre Arts Society

**Project Title:** Runaway Moon Website

**Program:** Website Development

**Amount Awarded:** \$2,000

**Project Description:** Runaway Moon Theatre will design and produce a new website for publicity, archival and communication purposes. Personnel will be trained to make changes and updates to this website.

Website address: [www.runawaymoon.org](http://www.runawaymoon.org)

## FUNDING RECIPIENT - Kamloops

**Lead Organization:** Arnica Artist Run Centre

**Project Title:** Arnica Artist Run Centre Website Development

**Program:** Website Development

**Amount Awarded:** \$1,500

**Project Description:** Arnica Artist Run Centre will strengthen their presence on the internet through the development of a website by March 2010. This website will keep Arnica's membership and the artistic community informed about their programming, activities, workshops and fundraisers.

Website address: [www.tru.ca/news/06websitesdec/arnica/whoweare.html](http://www.tru.ca/news/06websitesdec/arnica/whoweare.html)

## FUNDING RECIPIENT - Kelowna

**Lead Organization:** Kelowna Ballet Society (aka Ballet Kelowna)

**Project Title:** Ballet Kelowna Website Enhancement - E-commerce and Content Management

**Program:** Website Development

**Amount Awarded:** \$2,000

**Project Description:** Ballet Kelowna will enhance their website to enable staff to manage and update content. In addition, the enhancements will enable Ballet Kelowna to send e-communications and incorporate e-commerce features including online special event ticket and merchandise sales, leading to increased earned income.

Website address: [www.balletkelowna.ca](http://www.balletkelowna.ca)

## FUNDING RECIPIENT - Maple Ridge

**Lead Organization:** Maple Ridge Pitt Meadows Arts Council

**Project Title:** Maple Ridge and Pitt Meadows Arts Council Interactive Website Enhancement Project

**Program:** Website Development

**Amount Awarded:** \$1,750

**Project Description:** Maple Ridge Pitt Meadows Arts Council will enhance their website to create a user-friendly and interactive experience for patrons, members and donors and add features to increase ticket sales, membership and donor revenues. Additions include online membership and donations, e-newsletter sign up, interactive surveys, artist directory, online submissions and an arts community page.

Website address: [www.theactmapleridge.org](http://www.theactmapleridge.org)

## FUNDING RECIPIENT - Mission

**Lead Organization:** Sto:lo Heritage Trust Society

**Project Title:** Xa:ytem Website Enhancement Project

**Program:** Website Development

**Amount Awarded:** \$2,500

**Project Description:** Xa:ytem will upgrade its existing website to improve its function and to attract more visitors to its virtual and physical sites and increase sales. Additional features will include online sales, discussion boards and online booking capabilities. Staff will be able to maintain the website after the upgrade.

Website address: [www.xaytem.ca](http://www.xaytem.ca)

## FUNDING RECIPIENT - Nanaimo

**Lead Organization:** Assembly of BC Arts Councils

**Project Title:** The Interactive Website Enhancement Project

**Program:** Website Development

**Amount Awarded:** \$1,760

**Project Description:** The interactive website enhancement project will enable the Assembly and its members to collect information and create reporting tools to help with planning and decision making. It will also provide the Assembly with the ability to have image and multimedia galleries which will allow their members to have a web presence to promote themselves and their projects. Many of the Assembly's members have a need for this service but do not possess the capability to do it themselves. The enhanced Assembly website will act as the hub of a cooperative network celebrating the best of B.C.'s artists.

Website address: [www.assemblybcarts councils.ca](http://www.assemblybcarts councils.ca)

### **FUNDING RECIPIENT - Nelson**

**Lead Organization:** Touchstones Nelson: Museum of Art and History

**Project Title:** Think of Thursday - increasing attendance on "by donation" night at Touchstones Nelson

**Program:** Audience/Markets

**Amount Awarded:** \$2,380

**Project Description:** Think of Thursday is an audience development project aimed at increasing attendance on Thursday evenings - the Museum's "by donation" night - through a series of programs and activities that will be marketed primarily to low income families.

Website address: [www.nelsonmuseum.ca](http://www.nelsonmuseum.ca)

### **FUNDING RECIPIENT - New Westminster**

**Lead Organization:** Massey Theatre Society

**Project Title:** Massey Theatre and Primary Partner Groups - Developing Audiences and Markets

**Program:** Audience/Markets

**Amount Awarded:** \$6,500

**Project Description:** Massey Theatre will create a marketing and audience development plan, with the assistance of Bridge Communications, to engage a new and larger regional audience for the theatre's artistic user groups and for the Society's own presenting activities. The focus will be on developing youth and family audiences along with regional awareness campaigns. The project encompasses the geographic area extending outward from New Westminster with specific attention to the less served communities of east Vancouver, the Tri-City area and the Fraser Valley.

Website address: [www.masseytheatre.com](http://www.masseytheatre.com)

### **FUNDING RECIPIENT - North Vancouver**

**Lead Organization:** Lower Lonsdale Dancers in Company Society (Dancers in Company Society)

**Project Title:** Dancers in Company website

**Program:** Website Development

**Amount Awarded:** \$1,250

**Project Description:** The Lower Lonsdale Dancers in Company Society will produce a first time website for this new youth dance society. Dancers in Company Society is currently operating without an online identity and needs an online presence to communicate effectively with young dancers and the broader community.

Website address: None yet

**Lead Organization:** North Vancouver Community Arts Council

**Project Title:** Enhancing the Online Experience at [nvarcouncil.ca](http://nvarcouncil.ca)

**Program:** Website Development

**Amount Awarded:** \$2,500

**Project Description:** North Vancouver Community Arts Council will enhance their website with a new content management system that will enable the Council staff to update the website themselves. They will enrich the site with an interactive calendar, online applications for memberships, workshop registrations and ticket reservations and provide the ability to create events, exhibitions and programs.

Website address: [www.nvarcouncil.ca](http://www.nvarcouncil.ca)

**Lead Organization:** Presentation House Cultural Society (Theatre)

**Project Title:** Building Financial and Administrative Capacity at Presentation House Theatre

**Program:** Mentorships

**Amount Awarded:** \$6,000

**Project Description:** Presentation House Cultural Society (Theatre) will engage Mary Ann Anderson as a mentor to the Theatre's general manager and the artistic director. The mentorship will focus on the need to strengthen the Theatre's financial self-sufficiency, to keep pace with its current growth and infrastructure needs, and to plan for the long-term vision of the company.

Website address: [www.phtheatre.org](http://www.phtheatre.org)

### **FUNDING RECIPIENT - Princeton**

**Lead Organization:** Princeton Community Arts Council

**Project Title:** Arts Council Website Design

**Program:** Website Development

**Amount Awarded:** \$1,427

**Project Description:** The creation of a website for the Princeton Community Arts Council will increase public awareness of a variety of arts, culture and heritage activities, events and performances within the rural community of Princeton and surrounding district. This website will provide an important marketing piece for the Princeton Community Arts Council.

Website address: None yet

### **FUNDING RECIPIENT - Roberts Creek**

**Lead Organization:** Halloran Ice Painting Project Society

**Project Title:** Art Marketing Initiative

**Program:** Audience/Markets

**Amount Awarded:** \$5,000

**Project Description:** The Halloran Ice Painting Project Society will expand the audiences for the Paintings Below Zero ice image artwork to include public art institutions worldwide. With the assistance of a qualified professional, the Society will examine its operations and goals, create awareness of Paintings Below Zero and create a strategy to make the society more independent of seasonal efforts to conduct its activity.

Website address: [www.icepaintingproject.com](http://www.icepaintingproject.com)

### **FUNDING RECIPIENT - Vancouver**

**Lead Organization:** CircusWest Performing Arts Society

**Project Title:** CircusWest Website Enhancement

**Program:** Website Development

**Amount Awarded:** \$2,500

**Project Description:** This project will improve CircusWest's marketing and communications by adding functions to their website that better serve their audience and membership. A content management system will be added that will increase interactivity with their audience, membership and the general public. Additionally, e-commerce capabilities will be added with online registration for programs, workshops and tickets sales enabling bookings to shift from a paper-based program to online registration.

Website address: [www.circuswest.com](http://www.circuswest.com)

**Lead Organization:** Contemporary Art Gallery Society of British Columbia (CAG)

**Project Title:** You Can Lead a Horse to Water: CAG Online GPS Education Project

**Program:** Website Development

**Amount Awarded:** \$2,500

**Project Description:** The CAG will commission four artists to incorporate location-sensitive text, image, sound or video works into interactive online educational software. Once downloaded from the CAG's website, each work will be displayed on the visitor's mobile GPS device through the software when triggered by the visitor's arrival at a predetermined site near the CAG. The enhanced website will help the CAG build its audience base by encouraging visitors to use the web as a catalyst for learning about new ways to experience contemporary art.

Website address: [www.contemporaryartgallery.ca](http://www.contemporaryartgallery.ca)

**Lead Organization:** Electric Company Theatre Society

**Project Title:** Electric Company Video Online: a Market and Audience Development Initiative

**Program:** Audience/Markets

**Amount Awarded:** \$20,000

**Project Description:** Electric Company (EC) will create video productions of its original shows as part of a web-based strategy to expand its touring market and broaden the local audience for theatre. The videos will become marketing tools,

distributed free online, and will bring EC's highly visual theatre experience to today's image-savvy public.

Website address: [www.electriccompanytheatre.com](http://www.electriccompanytheatre.com)

**Lead Organization:** Elektra Women's Choir

**Project Title:** Website Enhancement for Elektra Women's Choir

**Program:** Website Development

**Amount Awarded:** \$2,500

**Project Description:** Elektra will enhance its website with three new projects. Firstly, Elektra will post online significant, flexible new repertoire resources for other choirs including a discussion forum. Secondly, adding e-commerce capabilities to increase the choir's organizational capacity when selling tickets, subscriptions, workshops and merchandise. Thirdly by providing concert programs online to reduce paper used in on-site concert programs.

Website address: [www.elektra.ca](http://www.elektra.ca)

**Lead Organization:** Firehall Theatre Society

**Project Title:** V6ABsee pass and discount card

**Program:** Audience/Markets

**Amount Awarded:** \$10,000

**Project Description:** The Firehall Theatre Society will undertake an audience development and marketing project that uses online ticketing, website, and other electronic networking techniques to promote its productions and presentations along with events, activities and restaurants within the V6A and V6B postal code zones.

Website address: [www.firehallartscentre.ca](http://www.firehallartscentre.ca)

**Lead Organization:** Great Northern Way Scene Shop

**Project Title:** Great Northern Way Scene Shop

**Program:** Consultancies

**Amount Awarded:** \$5,000

**Project Description:** In partnership with the Vancouver East Cultural Centre, the Great Northern Way Scene Shop will hire a consultant to research and determine the best business model for the Shop so that it may continue to exist outside of UBC funding. The consultant will help outline specific long-term goals and a plan of action to reach those goals in the short term. In addition, the consultant will identify specific funding opportunities that can be applied for in a second, later phase.

Website address: None

**Lead Organization:** Greater Vancouver International Film Festival Society

**Project Title:** Blueprint Fundraising and Communications - Andrea Seale

**Program:** Consultancies

**Amount Awarded:** \$9,250

**Project Description:** The Vancouver International Film Festival will engage consultant Andrea Seale of Blueprint Fundraising and Communications to guide them through the process of establishing a donations program. This new revenue stream will allow the

Society to increase capacity and flexibility and fulfil their future commitments to deliver compelling, socially relevant independent programming.

Website address: [www.viff.org](http://www.viff.org)

**Lead Organization:** Greater Vancouver Professional Theatre Alliance (GVPTA)

**Project Title:** GVPTA Website Upgrade

**Program:** Website Development

**Amount Awarded:** \$2,000

**Project Description:** The GVPTA seeks to upgrade the functionality and usability of its existing website by implementing three new elements: a content management system; a fully searchable database calendar of theatre events; and adding online event registration capability for their “Making a Scene” conference.

Website address: [www.gvpta.ca](http://www.gvpta.ca)

**Lead Organization:** grunt gallery (Visible Arts Society)

**Project Title:** grunt gallery (Visible Arts Society)

**Program:** Consultancies

**Amount Awarded:** \$5,000

**Project Description:** Following recommendations outlined in their 2008 strategic plan, grunt gallery will contract a professional consultant, Mike Costello, to further develop policies and procedures for the gallery in the areas of human resources, governance and succession planning. A number of policies, templates and manuals will be created for future reference.

Website address: [www.grunt.ca](http://www.grunt.ca)

**Lead Organization:** Horseshoes and Hand Grenades Theatre Society

**Project Title:** Organizational Assessment and Three-Year Strategic Business Plan

**Program:** Consultancies

**Amount Awarded:** \$4,000

**Project Description:** Horseshoes and Hand Grenades Theatre Society will hire arts consultant Linda Gorrie to conduct an organizational assessment. The consultant will work with the company's board and staff in the development of their first strategic business plan. Refining the mission statement, company values and board development are all goals of the plan.

Website address: [www.horseshoesandhandgrenades.ca](http://www.horseshoesandhandgrenades.ca)

**Lead Organization:** Malaspina Printmakers Society

**Project Title:** Human Resources Development

**Program:** Consultancies

**Amount Awarded:** \$3,160

**Project Description:** Malaspina Printmakers will hire human resources consultant Gayle Hadfield to develop and implement a solid foundation of personnel practices for employees, volunteers and consultants. A staff handbook, volunteer handbook, performance review process, salary review process, and template documents for employment agreements and letters of offer will be created by the end of the consultancy.

Website address: [www.malaspinaprintmakers.com](http://www.malaspinaprintmakers.com)

**Lead Organization:** Mascall Dance Society

**Project Title:** Audience Development: The White Spider

**Program:** Audience/Markets

**Amount Awarded:** \$9,000

**Project Description:** Mascall Dance will work with the three presenters hosting The White Spider (the Chan Centre, Shadbolt Centre and the Massey Theatre) to develop an audience for contemporary dance. This project will develop unconventional outreach activities such as demonstrations in climbing gyms, and an interactive presentation by the creative team called "Making Dance: Creation of The White Spider."

Website address: [www.mascalldance.ca](http://www.mascalldance.ca)

**Lead Organization:** Music on Main (on behalf of Sonic Presence)

**Project Title:** Sonic Presence Strategic Planning and Implementation Document

**Program:** Consultancies

**Amount Awarded:** \$6,000

**Project Description:** Sonic Presence, a forum of nine regional contemporary music organizations, will hire consultant Stephen Flach to create a proposal for achieving the organization's short, medium and long-term strategic plans. This will help the group create an infrastructure and to expand from a city-specific reach to a B.C.-wide one.

Website address: None

**Lead Organization:** Pacific Cinémathèque Pacifique

**Project Title:** Cinémathèque Website - Phase II

**Program:** Website Development

**Amount Awarded:** \$2,125

**Project Description:** Pacific Cinémathèque will enhance its website to increase interaction with their existing audience. The enhancements will include three new elements - an online still photo gallery to highlight special events, a video gallery for film trailers and venue tours and an organizational blog.

Website address: [www.cinematheque.bc.ca](http://www.cinematheque.bc.ca)

**Lead Organization:** Roedde House Preservation Society

**Project Title:** French Language Website

**Program:** Website Development

**Amount Awarded:** \$2,000

**Project Description:** Roedde House will develop a French version of its website, having received a recommendation from a partnership plan that Roedde House become a bilingual Museum. Roedde House will provide both public and educational programs to Francophone residents and visitors and a website in French is critical to this endeavour.

Website address: [www.roeddehouse.org](http://www.roeddehouse.org)

**Lead Organization:** Theatre Replacement Society

**Project Title:** Website Redevelopment

**Program:** Website Development

**Amount Awarded:** \$2,000

**Project Description:** Theatre Replacement will improve the functionality of their existing website to allow better access and interaction with their audience. Enhancements to the existing website include creating RSS feeds, newsletter sign-up forms, the ability to add slideshows and video components, flash animation upgrades and online donation capabilities. The site will also be coded to ensure content is accessible to those with disabilities.

Website address: [www.theatrereplacement.ca](http://www.theatrereplacement.ca)

**Lead Organization:** Touchstone Theatre Society

**Project Title:** Touchstone Theatre Website Upgrade

**Program:** Website Development

**Amount Awarded:** \$2,500

**Project Description:** Touchstone's website will be more interactive with online ticketing, blogs, searchable databases and the addition of audience feedback and reviews. The website will be changed to enable staff to update information as it becomes available, by adding videos, pictures and newsletters.

Website address: [www.touchstonetheatre.com](http://www.touchstonetheatre.com)

**Lead Organization:** Vancouver International Writers Festival

**Project Title:** Website Audio and Video Enhancement

**Program:** Website Development

**Amount Awarded:** \$1,000

**Project Description:** The Vancouver International Writers Festival will enhance its website by adding audio and video files from past festival events. This will act as an audience development tool, a teacher and student resource and a way of exposing the Festival's activities to people around the world.

Website address: [www.writersfest.bc.ca](http://www.writersfest.bc.ca)

## FUNDING RECIPIENT - Victoria

**Lead Organization:** CineVic: Society of Independent Filmmakers

**Project Title:** CineVic Website Enhancement and Customization

**Program:** Website Development

**Amount Awarded:** \$2,500

**Project Description:** Cinevic will integrate its membership management system with its new Drupal-powered website. By moving to an online membership management system Cinevic will create efficiencies by allowing artists to reserve and rent equipment online, as well as update their membership information directly.

Website address: [www.cinevic.ca](http://www.cinevic.ca)

**Lead Organization:** Kaleidoscope Theatre Productions Society

**Project Title:** E-Communications

**Program:** Website Development

**Amount Awarded:** \$1,000

**Project Description:** Kaleidoscope Theatre Productions will enhance their existing website in order to reach out to their young constituency. The reconstruction of the site will involve implementing a content management system to make updating and future expansion easy for staff to carry out. Kaleidoscope will interact with their constituency using blogs and will set up online registration, online donations and fundraising opportunities.

Website address: [www.kaleidoscope.bc.ca](http://www.kaleidoscope.bc.ca)

**Lead Organization:** Victoria Conservatory of Music

**Project Title:** Data Analysis and Market Research Survey

**Program:** Consultancies

**Amount Awarded:** \$10,000

**Project Description:** The Victoria Conservatory of Music (VCM) will hire consultants Malatest and Associates to analyze and interpret current customer data and conduct a market research survey amongst their customer base. This will help the VCM attain a clearer understanding of their customer base in order to refine a strategy for marketing and business development with a goal to being more sustainable.

Website address: [www.vcm.bc.ca](http://www.vcm.bc.ca)

**Lead Organization:** Victoria Independent Film and Video Festival

**Project Title:** Audience Innovation and Outreach Project

**Program:** Audience/Markets

**Amount Awarded:** \$15,000

**Project Description:** The Victoria Independent Film and Video Festival will increase its outreach by making the festival more relevant and accessible to a wider audience by using innovative technologies. As a marketing tool, and in order to circulate content, the Festival will implement the targeted distribution of USB flash drives for the program launch. The flash drives will contain the festival program, film trailers and specially commissioned films.

Website address: [www.victoriafilmfestival.com](http://www.victoriafilmfestival.com)

## FUNDING RECIPIENT - Whistler

**Lead Organization:** Whistler Writers Group (Vicious Circle)

**Project Title:** The Vicious Circle Adds New Media Layer

**Program:** Website Development

**Amount Awarded:** \$2,500

**Project Description:** The Vicious Circle will add a new media layer, including webcasts, to their existing website. This visual calling card will help expand their reach outside the Sea-to-Sky Corridor and add an innovative marketing tool to increase their audience capacity.

Website address: [www.theviciouscircle.ca](http://www.theviciouscircle.ca)